

AMENDMENTS TO CLAIMS

1. (Currently Amended) A method for aggregating and displaying data comprising:
 - a) collecting data regarding items available at a first and second business;
 - b) presenting the collected data regarding the items to a central server system along with identifying information that identifies the business at which the item is available;
 - c) aggregating the data from the first and second businesses at the central server system into an aggregated data collection of available items;
 - d) presenting a portion of the aggregated data collection of available items to each business as an aggregated data portion defined in a mark-up language;
 - e) receiving the mark-up language defining the aggregated data portion at a first and second web server operated for the first and second businesses, respectively, without altering the mark-up language defining the aggregated data portion;
 - f) receiving a user request from user browsers at both the first and second web server; and
 - g) transmitting web pages to the user browsers in response to the user requests, the web pages containing the unaltered aggregated data portion as received from the central server system, with the web page from the first web server also containing information about the first business and the web page from the second web server also containing information about the second business;
 - h) wherein the aggregated data portion does not include any identifying information that identifies the business that originated elements of the aggregated data.
2. (Previously Presented) The method of claim 1, wherein the aggregated data portion is integrated with information about the first business by the first web server placing the aggregated data portion within its own HTML frame.

3. (Previously Presented) The method of claim 1, wherein the aggregated data portion is integrated with information about the second business by the second web server placing the aggregated data portion within a cell of an HTML table.
4. (Previously Presented) The method of claim 1, wherein the aggregated data portion contains mechanisms to select, search, and sort the portion of the aggregated data.
5. (Previously Presented) The method of claim 1, wherein the aggregated data portion contains all of the aggregated data collection.
6. (Cancelled).
7. (Currently Amended) The method of claim 1, wherein the aggregated data portion is received by a first user from the first web browser, and where the aggregated data portion describes an item ~~for sale~~ available from the second business but does not identify the second business.
8. (Currently Amended) The method of claim 7, wherein the first and second businesses are chosen from the set comprising brokers who sell items owned by third parties for a commission, retailers that sell physical items for sale, and service providers that provide services to third parties.
9. (Previously Presented) The method of claim 8, wherein the items are real estate.
10. (Previously Presented) The method of claim 1, wherein the mark-up language is chosen from the set comprising XML and HTML.
11. (New) A method for aggregating and displaying data comprising:
 - a) establishing a first web server for a first business and a second web server for a second business, the first and second web server existing on physically separate computer systems;
 - b) aggregating data relating to items available from the first and second business at a central server;
 - c) transmitting a portion of the aggregated data of available items to both the first and second web servers, the aggregated data portion being defined in HTML mark-up language; and
 - d) transmitting a web page to a user browser from the first web server, the web page containing the unaltered HTML aggregated data portion as

received from the central server system and a second portion containing information about the first business.

12. (New) The method of claim 11 wherein the HTML aggregated data portion contains data relating to items available from the second business but does not include any identifying information that identifies the second business.
13. (New) The method of claim 11 wherein the items are selected from the set comprising real property, physical products for sale, and services provided to third parties.
14. (New) A system for aggregating and displaying data comprising:
 - a) means for establishing a first web server for a first business and a second web server for a second business, the first and second web server existing on physically separate computer systems;
 - b) means for aggregating data relating to items available from the first and second business at a central server;
 - c) means for transmitting a portion of the aggregated data of available items to both the first and second web servers, the aggregated data portion being defined in HTML mark-up language; and
 - d) means for transmitting a web page to a user browser from the first web server, the web page containing the unaltered HTML aggregated data portion as received from the central server system and a second portion containing information about the first business.